

WCBS-TV

524 WEST 57th STREET, . NEW YORK NY 10019

WCBS-TV

CONTRACT NO. REV.

1011-58086-1

DATE PRINTED

09/12/12

AND

PAGE 1

24184	AGENCY (OR SERVICE) ACTING AS AGENT FOR 335824		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	MENTZER MEDIA SERVICES		LINDA MCMAHON FOR SENATE 2012		
AND	600 Fairmount Ave Ste 306		973 Farmington Ave		
ADDRESS	Towson MD 21286-1002		West Hartford CT 06107-2101		
	USA		USA		
CONTACT	ANNE BRAUNSCHEIDEL		PRODUCT MCMAHON EST#1334		
LOCAL SALESPERSON	JOHN LINK POL.	AGENCY EST. NO. 1334	PRODUCT CODE 1300		
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 09/18/12 AND ENDING 09/24/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	01111..	4	06:00A	07:00A	30S	09/18/12-09/21/12	2 NEWS THIS MORNING	4	1000.00	4000.00
2	01011..	3	07:00A	09:00A	30S	09/18/12-09/21/12	THE EARLY SHOW	3	600.00	1800.00
3	00111..	3	11:58A	12:30P	30S	09/19/12-09/21/12	NOON NEWS	3	750.00	2250.00
4	01111..	4	02:58P	04:00P	30S	09/18/12-09/21/12	DR. PHIL	4	800.00	3200.00
5	01011..	3	05:00P	06:00P	30S	09/18/12-09/21/12	5PM EARLY NEWS	3	1400.00	4200.00
6	01001..	2	06:30P	07:00P	30S	09/18/12-09/21/12	CBS EVENING NEWS	2	2500.00	5000.00
7	01011..	3	06:58P	07:28P	30S	09/18/12-09/21/12	INSIDER	3	2000.00	6000.00
8	01101..	3	07:27P	07:58P	30S	09/18/12-09/21/12	ENTERTAINMENT TONIGHT	3	2000.00	6000.00
9	01101..1.	4	06:00P 06:00P	06:30P 06:30P	30S	09/18/12-09/22/12	EARLY NEWS	4	1400.00	5600.00
10	0101010	3	11:00P	11:35P	30S	09/18/12-09/22/12	LATE NEWS M-SUN	3	1800.00	5400.00
11	.1.....	1	07:58P	09:00P	30S	09/18/12-09/18/12	NAVY NCIS	1	7500.00	7500.00
12	.1.....	1	09:00P	11:00P	30S	09/18/12-09/18/12	NCIS: LA 2HR	1	9000.00	9000.00
131..	1	07:58P	09:00P	30S	09/21/12-09/21/12	CSI NY FRIDAY 8-9PM	1	5000.00	5000.00
141..	1	10:00P	11:00P	30S	09/21/12-09/21/12	BLUE BLOODS	1	6000.00	6000.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

WCBS-TV

524 WEST 57th STREET, . NEW YORK NY 10019

WCBS-TV

CONTRACT NO. REV.

1011-58086-1

DATE PRINTED

09/12/12

AND

PAGE 2

24184	AGENCY (OR SERVICE) ACTING AS AGENT FOR 335824		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	MENTZER MEDIA SERVICES		LINDA MCMAHON FOR SENATE 2012		
AND	600 Fairmount Ave Ste 306		973 Farmington Ave		
ADDRESS	Towson	MD 21286-1002	West Hartford	CT 06107-2101	
	USA		USA		
CONTACT	ANNE BRAUNSCHEIDEL		PRODUCT MCMAHON EST#1334		
LOCAL SALESPERSON	JOHN LINK POL.	AGENCY EST. NO. 1334	PRODUCT CODE	1300	
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 09/18/12 AND ENDING 09/24/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
151.	1	07:58P	09:00P	30S	09/22/12-09/22/12	CRIME TIME SAT 8-9PM	1	3000.00	3000.00
161	1	10:28A	11:30A	30S	09/23/12-09/23/12	FACE THE NATION	1	3500.00	3500.00
171	1	06:57P	08:00P	30S	09/23/12-09/23/12	SIXTY MINUTES	1	25000.00	25000.00
18	10000..	1	06:00A	07:00A	30S	09/24/12-09/24/12	2 NEWS THIS MORNING	1	1000.00	1000.00
19	10000..	1	07:00A	09:00A	30S	09/24/12-09/24/12	THE EARLY SHOW	1	600.00	600.00
20	10000..	1	11:58A	12:30P	30S	09/24/12-09/24/12	NOON NEWS	1	750.00	750.00
21	10000..	1	02:58P	04:00P	30S	09/24/12-09/24/12	DR. PHIL	1	800.00	800.00
22	10000..	1	05:00P	06:00P	30S	09/24/12-09/24/12	5PM EARLY NEWS	1	1400.00	1400.00
23	10000..	1	06:30P	07:00P	30S	09/24/12-09/24/12	CBS EVENING NEWS	1	2500.00	2500.00
24	10000..	1	06:58P	07:28P	30S	09/24/12-09/24/12	INSIDER	1	2400.00	2400.00
25	10000..	1	07:27P	07:58P	30S	09/24/12-09/24/12	ENTERTAINMENT TONIGHT	1	2400.00	2400.00
26	10000..	1	06:00P	06:30P	30S	09/24/12-09/24/12	EARLY NEWS	1	1400.00	1400.00
27	1000000	1	11:00P	11:35P	30S	09/24/12-09/24/12	LATE NEWS M-SUN	1	2500.00	2500.00
Total Contract:								49		118200.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

WCBS-TV

524 WEST 57th STREET, . NEW YORK NY 10019

WCBS-TV

CONTRACT NO. REV.

1011-58086-1

DATE PRINTED

09/12/12

AND

PAGE 3

24184 AGENCY (OR SERVICE) ACTING AS AGENT FOR 335824 ADVERTISER (OR AGENCY AND ADVERTISER)

NAME MENTZER MEDIA SERVICES
AND 600 Fairmount Ave Ste 306LINDA MCMAHON FOR SENATE 2012
973 Farmington AveADDRESS Towson MD 21286-1002
USAWest Hartford CT 06107-2101
USA

CONTACT ANNE BRAUNSCHEIDEL

PRODUCT MCMAHON EST#1334

LOCAL SALESPERSON JOHN LINK POL. AGENCY EST. NO. 1334

PRODUCT CODE 1300

NATIONAL SALESPERSON

BROADCAST SCHEDULE STARTING 09/18/12 AND ENDING 09/24/12 NO. WEEKS: 1

Cancellation Notice

Required

Announcement 28 days
prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.
 NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

BROADCAST										
ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
						Billing Summary				
						Qtr 3-12	Jul .00	Aug .00	Sep 116800.00	Total 116800.00
									GRAND TOTAL	116800.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION